METHOD AND SYSTEM FOR DYNAMIC TEXTUAL AD DISTRIBUTION VIA EMAIL

ABSTRACT

A system and method for providing dynamic pay-for-placement advertisements via

5   graphics-enabled email that generates a display of advertisements when the email newsletter is

opened so the advertisements displayed are based on rankings at the time the email is opened

instead of when the email was generated and transmitted. In one embodiment, a graphical-

content email having one or more embedded advertisement image references is provided to one

or more email recipients. The advertisement image reference, in one embodiment, may include

10   query string parameters indicating the context of the image reference and/or portion of the image

reference (i.e., identifying the image reference as being part of a particular newsletter email), a

position of the image reference in the email display, and the like. A URL reference also may be

included with each advertisement image reference (.e.g., one URL for each advertisement

portion of the image to be retrieved by the advertising image reference).

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